

# Module 2

## Investigating an Industry Area



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# Board of Studies Syllabus Links

## Links to Work Education, Work Studies CEC and Work and the Community Life Skills course

WORK EDUCATION Stage 5	WORK STUDIES CEC Stage 6	WORK AND THE COMMUNITY LIFE SKILLS COURSE Stage 6
Elective 6 Planning for a Working Life	Module 1 Career Planning	Module 3 Developing a Portfolio in Preparation for Employment
Elective 7 Employment and You	Module 8 Investigating an Enterprise	
Elective 9 Introduction to Industry		

## Links to Industry Curriculum Framework Courses

This module may be used to support the delivery of Stage 6 Industry Curriculum Framework courses. Teachers should use their professional judgement to determine the relevance of the materials to the units of competency being delivered. The materials should be placed in an industry-specific context.





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## 2.1 Investigating an Industry Area

A career is a progression through related jobs and training to develop skills over many years. Choosing a career path is not always easy. Different jobs may be satisfying in different ways. For most people there is not one right job, but several jobs they could do and enjoy.

Career decisions should be based on a good understanding of yourself and a thorough knowledge of jobs and courses that are available. It takes time to think about yourself, to talk to people and to explore occupations.

One of the important steps in choosing a career is to know information about the different industry areas that exist and the employment and training opportunities that are available in these areas.

The main industry areas are:

- Automotive
- Building and Construction
- Business Services
- Community Services and Health
- Cultural and Recreation
- Finance and Administration
- Food Processing
- Management and Professional Development
- Light Manufacturing
- Manufacturing, Engineering and Related Services
- Mining
- Process Manufacturing
- Property Services
- Public Administration
- Rural
- Retail, Wholesale and Associated Services
- Tourism and Hospitality
- Utilities
- Telecommunications, Postal Services, Information Technology and Printing.

This module will help you to explore the business services, tourism and hospitality and retail industries. Use the following pages to help you to investigate these and other industry areas of interest.



ACTIVITY

## Investigating an Industry Area

### Initial Investigation

- 1) Name of industry area: \_\_\_\_\_
- 2) Name of job/s: \_\_\_\_\_  
\_\_\_\_\_
- 3) Related jobs in this area: \_\_\_\_\_
- 4) Are these entry-level jobs? Yes / No
- 5) Find advertisements for these types of positions. Write or glue them here.

- 6) Name businesses in the local area that employ people in similar positions.

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7) What are the employment prospects in this area?

**Good / Not very good / Not sure**

8) What training might you need to get work in this area?

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9) Where could you get this training from?

☐ On the job

☐ School

☐ TAFE (while at school)

☐ TAFE (after leaving school)

☐ Private provider

10) Do you think you would need to train first, or could you combine training with employment?

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11) What tasks would you do in this job?

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12) What working conditions does this job have (e.g. inside/outside)?

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13) Have you done any work experience in this area?

Yes / No

14) When and where could you do some?

When: \_\_\_\_\_

Where: \_\_\_\_\_

15) List at least four places where you could find out more information.

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

16) List the first steps you can take to find work in this area.

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## 2.2 Traineeships and Apprenticeships

Traineeships and apprenticeships provide training in many industry areas. They have the following features:

- They are paid employment under agreed pay and conditions.
- They include a 'contract of training' between the employer and the trainee or apprentice.
- The contract is registered with the Department of Education and Training.
- The training is recognised nationally.

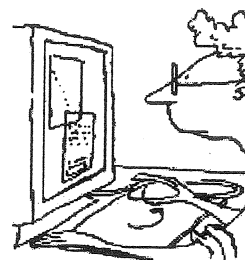
Traineeships and apprenticeships are usually started after finishing school. However, it is possible to start them from Year 11 and complete them part-time while still at school.

### Traineeships

Traineeships combine work with formal training. A full-time traineeship usually lasts for 12 months. The training may be done either on the job or by combining on-the-job and off-the-job experiences.

Traineeships operate mostly in the following areas:

- Some trade areas
- Media
- Health
- Graphic arts
- Child care
- Computing
- Office administration.



The first step is to find an employer who will take you on as a trainee, or to contact a Group Training Company. The benefit of a traineeship is that you can earn money at the same time as you earn a qualification that is recognised Australia-wide!

### Apprenticeships

A full-time apprenticeship is usually between three and four years in length. Like a trainee, an apprentice gets paid for their work and training time. As with traineeships, the first step is to find an employer. Keep an eye on the newspaper, apply to potential employers and/or keep in touch with your local Group Training Company.

Apprenticeships operate mostly in the following areas:

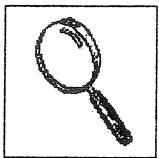
- Commercial cookery
- Motor vehicle repair
- Hairdressing
- Building and construction
- Engineering.

A good idea is to first try and get some work experience, or a part-time job, in the industry area you are interested in. This way you will have a better idea of what to expect.

The minimum legal age for an apprentice is 15 years. Many employers prefer those who have satisfactorily completed Year 11 or 12 and have access to their own transport.

## Group Training Companies

Group Training Companies employ trainees and apprentices, then 'host them out' to employers. As part of their training, apprentices and trainees usually work with a number of employers, who provide them with a broad range of work experiences.



### ACTIVITY

## Apprenticeships and Traineeships

### A. Facts and Features

- 1) What are traineeships and apprenticeships?
  - a) A form of training
  - b) A type of pay for new employers
  - c) Combined training and employment
  - d) A contract
- 2) List the four features that apprenticeships and traineeships share.
  - a) \_\_\_\_\_
  - b) \_\_\_\_\_
  - c) \_\_\_\_\_
  - d) \_\_\_\_\_

### B. True or False?

Read each statement below and circle whether it is true or false. If false, rewrite the statement correctly.

- 1) Traineeships usually last for 18 months. True / False

\_\_\_\_\_



- 2) The benefit of a traineeship is that you can work, get paid, plus gain a qualification.  
**True / False**

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- 3) Apprenticeships are often available in cooking and are normally 2–3 years in length.  
**True / False**

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- 4) A Group Training company is an employer. **True / False**

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- 5) The minimum age for a full-time apprenticeship is 14 years 9 months, and there is no real need to have a qualification from school. **True / False**

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- 6) Apprenticeships and traineeships cannot be started while still at school. **True / False**

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### **C. Group Training Companies**

What does a Group Training Company do?

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## 2.3 Business Services Industry

### About the Industry

The business services industry covers areas such as computer services, legal and accounting services, marketing and business management services. It also includes jobs such as cleaner and security officer.

The industry is growing, and has a high proportion of self-employed people or small business operators. Administration is a sector within this industry area. Over half of all administration workers do not have post-secondary qualifications.



### Skills Needed

Workers in clerical/administrative positions need the following technical and generic skills:

- information handling
- enterprise
- organisation
- communication
- technology
- teamwork.

### Positions

Data Processing Operator

Conveyancer

Tax Agent

Bookkeeper

Personal / Executive Assistant

Secretary

Personnel Officer

Receptionist

Employment Agent

Office Administrator

Records Manager

Office Manager

Market Researcher

Business Manager

Public Relations Officer

Clerical Officer

## Work Prospects

More than 1.3 million people are currently employed in administration, with over 700 000 in the private sector.

This industry is looking for people who can help organisations adapt to change. This means knowing the latest in administration techniques and systems, including new technology. Increasingly, it requires some knowledge of the rules and regulations that apply to business. There is a general shortage of skilled clerical staff.

People who are skilled in many office tasks, and who can use technology, are in demand. There is a trend towards smaller workplaces as the small business sector develops.

An increasing amount of work in this growing industry is part-time or casual. This is producing a group of workers who regularly change employers. Often, businesses 'outsource' administration jobs as they need them by contacting 'temp' agencies. For example, they may employ someone extra to work in the mail room to cover a busy period.





## ACTIVITY

## Business Services Industry

## A. About the Industry

Use the boxed words to complete the passage below.

officer	management	computer	cleaner	accounting	includes
---------	------------	----------	---------	------------	----------

The business services industry covers areas such as \_\_\_\_\_ services, legal and \_\_\_\_\_ services, marketing and business \_\_\_\_\_ services. It also \_\_\_\_\_ jobs such as \_\_\_\_\_ and security \_\_\_\_\_.

## B. Jobs and Skills

1) List four jobs covered by the business services industry.

- a) \_\_\_\_\_ b) \_\_\_\_\_  
c) \_\_\_\_\_ d) \_\_\_\_\_

2) List two entry-level positions.

- a) \_\_\_\_\_ b) \_\_\_\_\_

3) Unscramble the following jobs.

peekerkoob _____	xat genta _____
cresetrya _____	sssinebu geranam _____
rceocnnvaey _____	tekmar rechraeser _____
ptionistrece _____	ficfoe minadristaotr _____

4) What are the six technical and generic skills needed by workers in the business services industry?

- a) \_\_\_\_\_ b) \_\_\_\_\_  
c) \_\_\_\_\_ d) \_\_\_\_\_  
e) \_\_\_\_\_ f) \_\_\_\_\_

## Business Services Job Description – Office Administrator

Office administrators perform the day-to-day tasks that help an organisation to operate smoothly. They may carry out numerous tasks in a small office, or concentrate on just one or two specific tasks in a larger office. An office administrator may also be known as an administrative assistant, data-processing operator, receptionist, mail-room office administrator, or secretary.

Office administration positions are grouped into different grades, based on the types of tasks usually done at work. In the lower grades, employees work under direct supervision and usually do routine tasks that can be completed by following clear steps. These are entry-level positions.

Office administrators may:

- sort and distribute incoming mail within the organisation, and dispatch outgoing mail
- use keyboards to prepare letters and other documents
- answer telephone enquiries from customers, attend to visitors and assist other staff in the organisation with their enquiries
- operate a range of office machines such as photocopiers and facsimile machines
- file papers and documents so that they can be easily found when needed
- perform other duties such as banking, credit control or payroll functions.

Office administrators usually work indoors. They may work alone or in a team with other office administrators and with professional, technical and trades people. Experienced office administrators may undertake more complex tasks and responsibilities.

### Personal Requirements

- Integrity and reliability.
- Good oral and written communication skills.
- Ability to work accurately and neatly.
- Keyboard, word-processing and computing skills.
- Ability to work in a team.

### Employment Opportunities

There are many employment opportunities for office administrators, as they are needed in all industry sectors. Jobs are available in all sizes of business, ranging from small to very large. Some examples include:

- |                        |                                   |
|------------------------|-----------------------------------|
| • retail organisations | • manufacturers                   |
| • rental firms         | • building and hardware companies |
| • trading companies    | • government offices.             |



## ACTIVITY

**Business Services Industry**

1) What other job names could be given to an office administrator?

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2) Tick the personal requirements needed to work as an office administrator.

- |   |  |
|---|--|
| <input type="checkbox"/> shorthand skills       | <input type="checkbox"/> word-processing skills        |
| <input type="checkbox"/> selling skills         | <input type="checkbox"/> tea- and coffee-making skills |
| <input type="checkbox"/> accuracy               | <input type="checkbox"/> ability to work in a team     |
| <input type="checkbox"/> computer-repair skills | <input type="checkbox"/> oral communication skills     |

3) Does an office administrator work indoors or outdoors? \_\_\_\_\_

4) What tasks might an office administrator be asked to do?

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5) List some businesses in your local area that employ people in entry-level office administration positions.

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## Training in the Business Services Industry

Vocational education and training is available in the business services area. Training can involve both on-the-job and off-the-job learning.

Secondary schools offer training in the administration area that can lead to either:

- Certificate I in Business (Office Skills)
- Certificate II in Business (Office Administration).

### Benefits of Training

Training will develop many of the industry-specific and general skills needed for employment. This includes the following skill areas:

- information handling
- communication
- enterprise
- technology
- organisation
- teamwork.



### Ways to Train

Entry-level training is available for the administrative sector of business services. This training can start from Year 11, either at school or through TAFE. Training can also be done after you have finished school, at TAFE or another training organisation. The best way to train in business services will depend on your individual needs and the availability of training.

### Earn as You Learn

Some administration traineeships are available. These traineeships are undertaken throughout Years 11 and/or 12, with students combining on-the-job and off-the-job training with a number of Year 11 and 12 subjects.



## ACTIVITY

## Business Services Industry

## The Importance of Training

1) Why is training important in the business services industry?

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2) List six skill areas that training in the business services area would help you develop:

a) _____	b) _____
c) _____	d) _____
e) _____	f) _____

3) Name two possible options to start training for a career in the business services area.

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4) If you are interested in a career in the business services area, have you done any work experience in an office? **Yes / No / Not interested**

5) If yes, what work tasks did you do there?

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6) Did you enjoy the type of work you did? **Yes / No**

7) Why or why not?

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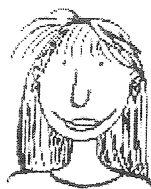
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## Some Real-life Experiences



**Name:** Rita Parsons

**Type of business:**

Government department office

**Job:** Clerical assistant

'When I was in high school I did a Business Services course as part of my Year 11 subjects.

At the end of Year 11 I decided to leave school and attend TAFE full-time so that I could spend all of my time getting skills and hopefully a qualification.

I had tutorial support at TAFE. At the end of the year I was lucky to get this great job.

A special employment agency helped me get settled into the job.

I'm now working on my own with no support.

I still like to ring up Jeff from the employment agency every once in a while to talk about work.

I did get my certificate!



**Name:** Herry Miller

**Type of business:** Hospital

**Job:** Library assistant

'I was in a special class at my high school for some of my lessons.

In Year 9, I started work experience one day every week. First I tried a shop, but I didn't like it. My second work experience was in an office.

I really liked it because I got to do lots of great things like getting mail-outs ready, organising stationery and collecting the mail.

In Year 10 I went to work experience two days a week in different offices. In Year 11 I did a Business Services TAFE course so that I could improve my skills.

When I left school it took six months to find an office job.

While I was waiting, I did things like helping out with registration at the local soccer club, where I play on the weekend, and occasionally doing some office work for a neighbour.

It was good to have something to do.

My new job is great!

I'm trying to get my driver's licence so that I can travel to work easily.'



**Name:** Christian Fielding

**Type of business:** Big company

**Job:** Mail sorter

'I did work experience in a mail room during my last year at my special school.

The mail room was a part of a very large company in the city. I had to travel there by train and bus. It took about 40 minutes each way.

I learnt to sort the mail into the different sections of the business.

I can't read very well so I had to be very careful when working out which section a parcel or letter went to.

At the end of Year 12, a job came up in this mail room for two days a week. Luckily, I was chosen to have that job.

Kim from Workstart helped me during the first month. Now he only needs to come back if I'm having trouble learning something new.

I'm also working as a volunteer at my local library two days a week to keep my skills up.'



## ACTIVITY

**Business Services Industry****Real-life Experiences**

Read the case studies on the previous page.

- 1) How did Rita increase her chance of getting and keeping employment in the business services industry?

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- 2) How did Christian increase his chance of getting and keeping employment in the business services industry?

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- 3) How did Herry increase his chance of getting and keeping employment in the business services area?

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- 4) Is the business services industry an area you are interested in? **Yes / No**

Why? 

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- 5) If you are interested in this industry, what are you doing that could help you gain employment? Or what could you do?

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## 2.4 Tourism and Hospitality Industry

### About the Industry

Tourism and hospitality is a major growth industry and will continue to expand rapidly. It is an industry which creates economic and employment opportunities throughout Australia, and offers exciting and worthwhile careers. More than 900 000 people are employed by the industry in Australia.

The tourism sector of the industry deals mainly with travel, both local and overseas, and includes travel agencies, tourist information offices, tour wholesalers, attractions, meetings, conventions and tour-guiding.

The hospitality sector of the industry provides food and beverage and accommodation to both visitors and local residents. It includes hotels, motels, resorts, restaurants, clubs and casinos.

### Skills Needed

Tourism and hospitality is a people business, which means that face-to-face contact with customers is an essential part of working in the industry. People who want to succeed in the industry should have the following:

- good communication skills
- smart presentation and grooming
- ability to work in a team
- a strong customer focus
- organisational skills
- ability to work well under pressure.

### Entry-level Positions in the Hospitality Sector

Bar Attendant	Porter	Kitchen Hand	
Public Area Cleaner	Cook/Chef	Cellar Hand	
Room Attendant	Door Steward	Waiter	Clerical Assistant

### Work Prospects

The tourism and hospitality industry is the world's largest employer. It provides more than 239 million jobs. In Australia, it is the second-largest industry. Increased tourism and hospitality activity means that the industry needs more skilled people — from kitchen hands to travel agents.

It is expected that growth in tourism and hospitality will generate many additional jobs. Most of the demand will be for people skilled as kitchen hands, waiting staff, cooks, bar attendants, travel stewards, ticket salespersons, travel agents and porters. However, capable front-line staff with good customer service skills are also in demand.



## ACTIVITY

# Tourism and Hospitality Industry

## About the Industry

1) What are the two sectors in the tourism and hospitality industry?

\_\_\_\_\_

2) Unscramble the words in the brackets.

The (mtsoiur) \_\_\_\_\_ and hospitality industry is the world's (tlsaerg) \_\_\_\_\_ employer. It provides more than 239 (iomnlil) \_\_\_\_\_ jobs. In (ustAiaral) \_\_\_\_\_ it is the (ndesoc) \_\_\_\_\_ largest industry.

(omuTsir) \_\_\_\_\_ deals (inamyl) \_\_\_\_\_ with (etlvra) \_\_\_\_\_, both local and (erasoevs) \_\_\_\_\_. It includes travel agencies, tourist (niofinmor) \_\_\_\_\_ offices, tour wholesalers, attractions, meetings, (schoonivten) \_\_\_\_\_ and tour-guiding.

The (yitsholaipti) \_\_\_\_\_ sector of the industry (serpvodi) \_\_\_\_\_ food and (egavebre) \_\_\_\_\_ and accommodation to both (srotisiv) \_\_\_\_\_ and local residents. It includes hotels, motels, (storres) \_\_\_\_\_ restaurants, (lscbu) \_\_\_\_\_ and casinos.

Tourism and hospitality is a (leeppo) \_\_\_\_\_ business, which means that face-to-face contact with (scruesmto) \_\_\_\_\_ is an (laisesnet) \_\_\_\_\_ part of working in the industry.

3) Circle the skills that may *not* be needed in the tourism and hospitality industry.

- ability to work under pressure
- a good sense of balance and coordination
- a strong customer focus
- ability to work at heights and outdoors
- ability to work in a team
- good communication skills.

4) List three entry-level positions in the hospitality sector.

a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

5) Circle the jobs that are *not* entry-level positions for the tourism/hospitality industry.

Clerical Assistant	Waiter	Food and Beverage Manager	Cellar Hand
Forklift Driver	Chef	Rooms Division Manager	Panel Beater

# The Hospitality Sector

## Places to Work

There are many possible career paths in hospitality. The same type of jobs may be found in various establishments, including cafes, cafeterias, fast-food outlets, restaurants (licensed and unlicensed), nightclubs, liquor outlets, function and convention centres, large- and small-scale caterers, hospitals, nursing/retirement homes, casinos, resorts, registered clubs, motels, hotels, international hotels, guest houses, executive apartments, caravan parks, defence forces, airlines, railways or cruise liners.

## Some Examples

### Registered Clubs

There are more than 1900 clubs throughout Australia. Clubs offer jobs in a number of areas, including: bars, bottle shops, kitchens, restaurants, function rooms, entertainment areas, front reception, security and gaming.

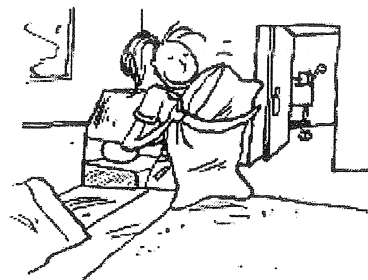
### International Hotels

Some of the larger international hotels have departments in conferences and banqueting, sales and marketing, human resources, security, maintenance, concierge-bell desk, purchasing and finance. One of the benefits of working with an international hotel chain is that they can offer their staff the chance of working overseas.

## Main Career Opportunities

Hospitality offers five main areas of career opportunity:

- Gaming
- Kitchen
- Food and Beverage
- Housekeeping
- Front Office.



Each area has a range of positions, which are shown in the following table.

## Hospitality Sector Career Opportunities

### • Gaming

Club Secretary/  
Manager  
Gaming Manager  
Poker Machine  
Supervisor  
Games/Promotions  
Director  
TAB/Keno Operator  
Poker Machine  
Attendant  
Door Steward /  
Cloak Room  
Attendant /  
Change Steward

### • Kitchen

Owner/Operator  
Restaurant  
Manager  
Food/ Beverage  
Manager  
Chef  
Chef de Partie  
Cook  
Food Production  
Assistant  
Larder Hand  
Kitchen Hand

### • Food and Beverage

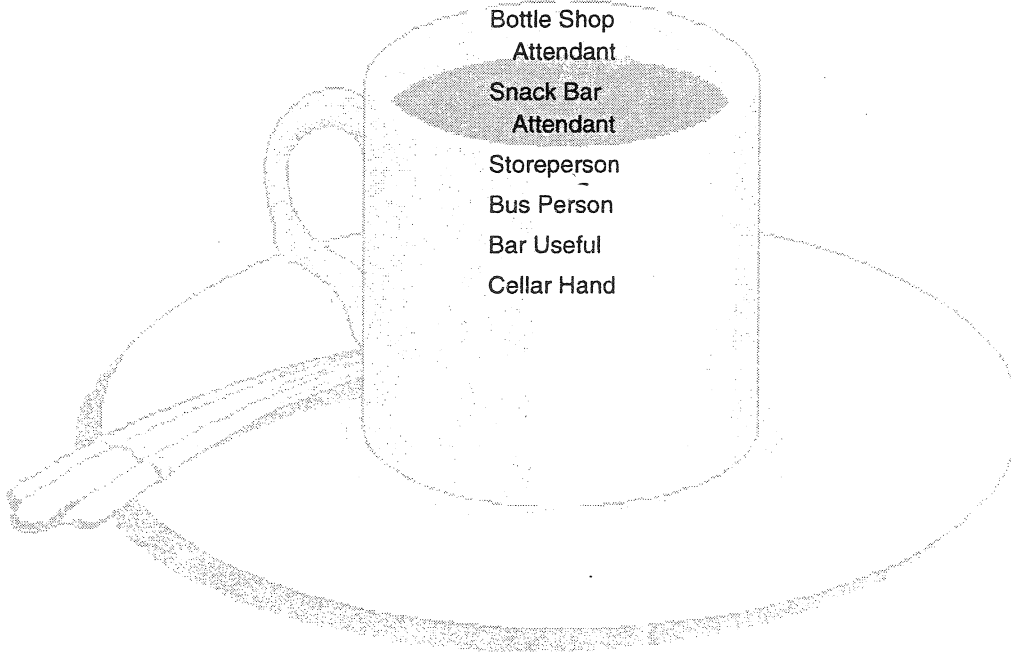
Venue Manager  
Owner/Operator  
Food and Beverage  
Manager  
Catering Manager  
Restaurant  
Manager  
Restaurant/Service  
Supervisor  
Catering Supervisor  
Restaurant Cashier  
Host  
Restaurant Cashier  
Cocktail Bar  
Attendant  
Wait/Bar Person  
Bottle Shop  
Attendant  
Snack Bar  
Attendant  
Storeperson  
Bus Person  
Bar Useful  
Cellar Hand

### • Housekeeping

Rooms Division  
Manager  
Housekeeper  
Housekeeping  
Supervisor  
Floor Supervisor  
Butler  
Laundry  
Room Attendant  
Public Area Cleaner

### • Front Office

Rooms Divisions  
Manager  
Front Office  
Manager  
Cashier  
Telephonist  
Receptionist  
Reservationist  
Car Park Attendant  
Porter  
Bell Desk Attendant  
Clerical Assistant





## ACTIVITY

# Tourism and Hospitality Industry

## Hospitality Careers

1) What are the five main areas of opportunity in the hospitality sector?

- a) \_\_\_\_\_ b) \_\_\_\_\_  
 c) \_\_\_\_\_ d) \_\_\_\_\_  
 e) \_\_\_\_\_

2) Next to each job, state whether it can be found in **G** (Gaming), **K** (Kitchen), **F&B** (Food and Beverage), **H** (Housekeeping) or **F** (Front Office).

Cellar hand	_____	Poker machine attendant	_____
Public area cleaner	_____	Restaurant manager	_____
Housekeeping supervisor	_____	Cashier	_____
Chef de partie	_____	Laundry attendant	_____
Cocktail bar attendant	_____	Butler	_____
Food production assistant	_____	Receptionist	_____

3) Use the box to unscramble these hospitality positions, then state whether they present opportunities in **G** (Gaming), **K** (Kitchen), **F&B** (Food and Beverage), **H** (Housekeeping) or **F** (Front Office).

bar useful	venue manager	keno operator	housekeeper	larder hand
cook	kitchen hand	telephonist		

- rba flueus \_\_\_\_\_ nteickh nhad \_\_\_\_\_  
 leetsitonhp \_\_\_\_\_ neeuv amanreg \_\_\_\_\_  
 koco \_\_\_\_\_ noek erpoarot \_\_\_\_\_  
 erouephekse \_\_\_\_\_ erdlar adnh \_\_\_\_\_

- 4) List some entry-level positions in the following areas:

Kitchen \_\_\_\_\_

\_\_\_\_\_

Food and Beverage \_\_\_\_\_

\_\_\_\_\_

- 5) Have you done any work experience in the hospitality sector? **Yes / No**

Did you enjoy it? **Yes / No**

Explain your answer.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you like to do some work experience in a hospitality sector workplace?

**Yes / No**

If yes, what sort of workplace? \_\_\_\_\_

If no, what other industry area are you interested in? \_\_\_\_\_





## Training in the Hospitality Sector

In this sector, entry-level training is available both on and off the job. Industry enterprises such as large hotel chains may have their own training programs for new staff. Registered clubs, motels, restaurants and more than 7500 pubs across the nation may also have their own training, too.

Training in this industry can start from Year 11, either at school or through TAFE. Secondary schools offer training in the hospitality area that can lead to either:

- Certificate I in Hospitality (Operations)
- Certificate I in Hospitality (Kitchen Operations)
- Certificate II in Hospitality (Operations).

## Benefits of Training

Hospitality training can:

- provide the practical and theoretical skills needed to succeed
- increase self-confidence
- improve job opportunities
- develop a network of valuable contacts through fellow students, workers and trainers.

## Ways to Train

For some people, taking a VET course at school or TAFE, or through a private trainer, gives them excellent skills and helps them to get their first job. For others, starting off as a trainee or apprentice — and doing most of their training on the job — works well.

There are many options to continue training once you have left school — for example, attending training part-time, studying with TAFE or a private training provider, or getting recognition for skills and knowledge in the workplace.

Some employers offer in-house training programs. These range from short courses to certificated programs.

The best way for you to train in hospitality will depend on your individual needs and the availability of training.

## Earn as You Learn

### Traineeships

Traineeships are an exciting way to enter the hospitality industry. Traineeships may be available in the hospitality career areas that you have looked at.

### Apprenticeships

Apprenticeships may be available in cooking. While training, an apprentice works with a qualified chef.




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 ACTIVITY
 

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## Tourism and Hospitality Industry

### Training in Hospitality

1) Circle whether each statement is true or false. If false, rewrite it correctly.

- a) On- and off-the-job training is possible in the tourism and hospitality industry.

**True / False**

---

- b) Hotel chains do not have training programs; you must go to TAFE.

**True / False**

---

- c) Hospitality training can increase your self-confidence.

**True / False**

---

- d) It is best for all people interested in a hospitality or tourism career to start off as a trainee or apprentice.

**True / False**

---

- e) In hospitality, traineeships may be available in the gaming, food and beverage, housekeeping and front-office areas.

**True / False**

2) Name some benefits of training in the hospitality industry.

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3) What is entry-level training?

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4) Where might you find out about training that is available in the hospitality sector?

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## Real-life Experiences



**Name:** Steven Langton

**Type of hospitality establishment:**  
Suburban RSL club kitchen

**Job:** Apprentice chef

'I attended a special school during Years 9–11. In Year 12 I completed a TAFE course in Hospitality. I also completed three work placements at different hospitality places.

When I left school, Direct Employment helped me to find a job in an RSL club.

Mark, the employer, was great. After a trial period, he took me on as an apprentice chef. I'm now in my third year.

I get extra help at TAFE, where I'm doing my off-the-job training.

Because I'd already completed some of the units in the Certificate Level 1 while at school, I don't have to do them again to get my certificate.'



**Name:** Sandra Holmes

**Type of hospitality establishment:**  
University campus cafe

**Job:** Snack bar attendant

'I attended regular high school. I received my School Certificate after completing a special program of study.

For work experience I tried a shop, but I didn't like it.

In my second work experience I worked at a uni cafe as a snack bar attendant. It was great!

My manager thought I was pretty good, too, and I was offered full-time work.

Even though I'd already been offered the job, I still asked Jobnet to help me settle in.

I'm now being trained on the job by my manager, and I'm thinking of attending TAFE part-time to do a course in Hospitality.'



**Name:** Narelle Ross

**Type of hospitality establishment:**  
Four-star hotel

**Job:** Housekeeper

'I attended a special class in high school.

I went to work experience at a large hotel as part of a group. A team of us were responsible for cleaning some of the hotel rooms.

I was so good at it that I attended a second work experience on my own with another large hotel.

In Years 11 and 12 I went to TAFE as part of my transition plan, and did the accommodation part of the Hospitality course.

I left school at the end of Year 12 and am now completing the rest of the housekeeping units at TAFE.

A tutor at TAFE is helping me with the work.

Job Support helped me to find my job.'




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 ACTIVITY
 

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# Tourism and Hospitality Industry

## Real-life Experiences

Read the case studies on the previous page.

- 1) How did Steven increase his chance of getting and keeping employment in hospitality?

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- 2) How did Sandra increase her chance of getting and keeping employment in hospitality?

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- 3) How did Narelle increase her chance of getting and keeping employment in hospitality?

---



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- 4) Is hospitality a sector you are interested in?

**Yes / No**

Why? 

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- 5) If you are interested in hospitality, what are you doing that could help you gain employment? Or what could you do?

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## 2.5 Retail Industry

### About the Industry

Retail enterprises are based on sales and customer service. Grouped together, the wholesale, retail and personal services industries are the largest employer in the private sector. Retail includes many work opportunities, including retail sales, floristry, fresh and fast food, hairdressing, wholesale sales and even the funeral trade.

Wholesale, retail and personal services industries are about people. They need employees who enjoy working with people. Customer service is the focus of these industries.

Retailing, the largest industry in this group, includes fresh- and fast-food retailing, which is one of Australia's fastest-growing sectors. Fresh- and fast-food retailing includes everything from McDonald's to fresh-food sections at Coles and Woolworths. Success in retailing is about changing shoppers into buyers. There are many rewarding careers on offer, and the industry has developed a national training system to make sure its workers are well prepared.

### Skills Needed

The retail industry needs employees with the following skills:

- communication
- goal-setting
- problem-solving
- time management
- numeracy
- confidence in dealing with people.

### Some Entry-level Positions

Car-park Attendant	Cashier
Service Assistant	Pharmacy Sales Assistant
Visual Merchandiser's Assistant	Sales Assistant
Clerical Assistant	Service Station Attendant
Storeperson	Vehicle Detailer
Forklift Driver	Car-wash Attendant
Order Selector	Panel Beater

## Retail Trades



Butcher

Florist

Hairdresser

Jeweller

Beauty Therapist

Baker

## Work Prospects

Retail, wholesale and personal services is the largest service-sector employer, employing some 1.8 million people, or over 23 per cent of the workforce. Retailing alone employs almost one million people.

The service sector of the Australian economy will generate one in five new jobs — especially jobs for young people. Retail is the largest employer of young people. There is high demand for young people as employees to meet the growth in jobs.

The industry is taking an Australia-wide approach to developing skills and recognising training. It is also looking at changes to increase the number of entry-level jobs suited to young people.




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**ACTIVITY**


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## Retail Industry

### A. About Wholesale, Retail and Personal Services

- 1) Choose words from the box to fill in the blank spaces in the passage below.

need	focus	enjoy	Customer service	people
------	-------	-------	------------------	--------

The wholesale, retail and personal services industries are about \_\_\_\_\_ .

They \_\_\_\_\_ employees who \_\_\_\_\_ working with people. \_\_\_\_\_

\_\_\_\_\_ is the \_\_\_\_\_ of these industries.

### B. Positions

- 1) Circle the positions below that are *not* related to the retail industry.

Service Assistant	Car-park Attendant	Storeperson	Builder's Labourer
Vehicle Detailer	Market Researcher	Florist	Library Assistant
Panel Beater	Office Administrator	Baker	Hairdresser

- 2) What is customer service? \_\_\_\_\_

\_\_\_\_\_

- 3) Why is the retail industry grouped with wholesale and personal services as one industry group?

\_\_\_\_\_

- 4) What six skills are needed by employees in the retail industry?

a) \_\_\_\_\_ b) \_\_\_\_\_

c) \_\_\_\_\_ d) \_\_\_\_\_

e) \_\_\_\_\_ f) \_\_\_\_\_

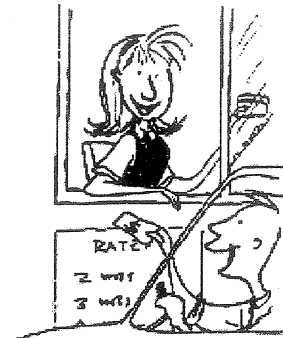
# Retail Job Descriptions

## Car-park Attendant

Car-park attendants direct drivers to parking positions, collect parking fees from customers and make sure cars are safe from theft and damage.

Car-park attendants may:

- move cars within parking areas
- collect parking fees from customers
- use a cash register
- issue tickets at time of arrival
- open and close gates to allow entry and exit from parking areas
- load and carry out minor maintenance on ticket/payment machines
- clean up spills and broken lights
- total money at the end of the day.



Some car-park attendants work under cover in large multi-storey or basement car parks, but many work outside in all weather conditions. Car-park attendants must be prepared to work in the evenings, and on weekends and public holidays. In a small car park, the car-park attendant may work alone.

## Personal Requirements

- Integrity and reliability.
- A pleasant manner when dealing with the public.
- Reasonable fitness.
- Capability in handling money.

**Related job:** Service-station attendant.



## Cashier

Cashiers receive cash, cheques or credit-card payments, record these payments using cash registers or electronic equipment, and provide change to customers. Cashiers are also known as checkout operators.

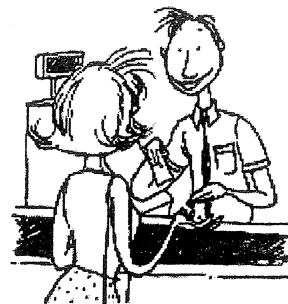
Cashiers may:

- receive customer-selected goods and operate cash registers
- check with other staff when there is doubt about a price
- receive customers' payment for goods and provide change
- weigh, wrap or pack goods, and remove price tags and special security tabs
- advise customers of the location of different products
- total cash and other takings at the end of each working day
- price items with a price gun and rotate stock by bringing old stock forward on the shelves
- process payment for accounts such as telephone or electricity bills, receive money and issue receipts
- count and prepare money to deposit in a financial institution, e.g. a bank
- keep records of amounts received and paid, and regularly check the cash balance against this record
- operate automatic ticket-issuing machines and other computerised equipment.

Shiftwork and irregular hours may be involved. Many cashiers are employed on a part-time or casual basis.

### Personal Requirements

- Integrity and reliability.
- Speed and accuracy.
- Confidence in handling money.
- Ability to communicate with the public in a friendly and efficient manner.



### Employment Opportunities

Demand can fluctuate due to changes in the level of customer spending. Many cashier positions are available on a part-time or casual basis.

## Sales Assistant

Sales assistants sell goods to customers in retail and wholesale establishments.

Sales assistants may:

- advise customers on the location, selection, price, delivery, use and care of available goods, with the aim of encouraging them to buy (and to return)
- operate cash registers and accept payment, or prepare invoices, contracts and other financial arrangements
- take special orders for items not currently in stock, or not normally stocked, and notify customers on their arrival
- package goods for customers and arrange delivery
- price, stack and display items for sale in a tidy and attractive way
- follow health, safety and welfare issues and practices
- participate in stocktaking, which involves counting and describing the goods in stock
- arrange for goods to be repaired or advise customers of repairs needed
- order items.



Sales assistants are on their feet most of the day, attending to customers, finalising sales and tidying displays. They may work long hours, and may work some weeknights and weekends.

### Some Retail Locations for Sales Assistants

Hardware stores

Cosmetics counters

Pharmacies

Delicatessens

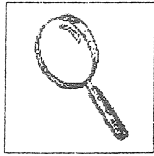
Electrical appliance outlets

Fashion outlets

Fast-food outlets

### Personal Requirements

- Integrity and reliability.
- A helpful, courteous manner.
- Neat appearance.
- Well-developed communication skills.
- Ability to deal accurately with money.
- Motivation and drive.
- Willingness to work in a team.




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**ACTIVITY**


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## Retail Industry

### Retail Job Descriptions

Look at the information, then work out what each person's occupation is.

- 1) Alex deals with cash, cheque and credit-card payments. He must wrap goods and remove price tags and security tabs. He has to total cash and other takings at the end of the day.

Alex is a \_\_\_\_\_. Businesses he might work for would include

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- 2) Laine uses a cash register and totals up money at the end of the day. She also operates a boom gate which allows entry and exit from parking areas.

Laine is a \_\_\_\_\_. Some places where Laine might work are

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- 3) Merna classifies skin types and recommends to customers which skin-care products to use.

Merna is a \_\_\_\_\_. Some retailers she might work for are

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- 4) Kyle prepares and sells food and drinks, and tidies tables after customer use.

Kyle is a \_\_\_\_\_. Some businesses he might work for are

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- 5) Trang operates a cash register and takes EFTPOS, cash and credit-card payments. She advises customers on styles and colours as well as assisting with store displays.

Trang is a \_\_\_\_\_. Some stores where she might work are

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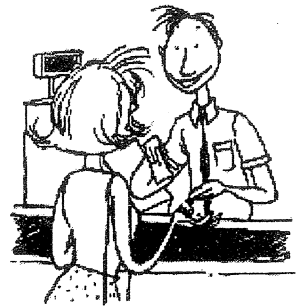
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- 6) Dragana works in a store which supplies wood, paint, nails and a wide variety of tools to customers. She explains how certain products work and also operates a cash register.

Dragana is a \_\_\_\_\_. Some stores she might work for are

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## Training in the Retail Industry

Training in this industry can start from Year 11, either at school or through TAFE. Secondary schools offer training in the retail area that can lead to either:

- Certificate I in Retail Operations
- Certificate II in Retail Operations.

## Benefits of Training

Training in the retail area can:

- provide the practical and theoretical skills needed to succeed
- increase self-confidence
- improve job opportunities
- develop a network of valuable contacts through fellow students, workers and trainers.

## Ways to Train

For some people, taking a VET course at school or TAFE, or through a private training provider, gives them excellent skills and helps them to get their first job. For others, starting off as a full-time trainee — and doing lots of training on the job — works well. There may also be opportunities to combine schooling with a traineeship or apprenticeship.

Once you leave school, there are many options to continue training, such as:

- attending training part-time
- studying externally through TAFE or private training providers
- getting recognition for skills and knowledge gained in the workplace.

The best way for you to train in retail will depend on your individual needs and the availability of training.

## Earn as You Learn

Some retail traineeships are available to students in Years 11 and 12. The entry-level traineeship for retailing includes the Certificate II in Retail Operations.

The retail industry offers a range of apprenticeships. These may be available in hairdressing, floristry and beauty therapy.




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 ACTIVITY
 

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## Retail Industry

### A. Retail Skills

The retail industry helps people to gain the following skills. Unscramble the words to discover what they are.

ernmucya h\_\_\_\_\_ Imepbor-gsnoilv p\_\_\_\_\_

lgoa-gintset g\_\_\_\_\_ tnoimcomacinu c\_\_\_\_\_

meit mngmntaaee t\_\_\_\_\_

### B. True or False?

For each statement, circle whether it is true or false. If false, write the statement correctly.

Training in the retail industry:

- teaches theory but isn't practical. True / False

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- improves job opportunities. True / False

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- helps with self-confidence. True / False

---

- can provide you with new friends. True / False

---

## C. Retail Training

1) What are two possible options to start training for a career in retail?

a) \_\_\_\_\_

b) \_\_\_\_\_

2) What is on-the-job learning?

\_\_\_\_\_  
\_\_\_\_\_

3) What is off-the-job learning?

\_\_\_\_\_  
\_\_\_\_\_

4) What are some of the benefits of training in the retail industry?

\_\_\_\_\_  
\_\_\_\_\_



## Real-life Experiences



**Name:** Joanne Kenny

**Type of retailer:**

Large discount store

**Job:** Trainee shop assistant

'During Year 10 I got a part-time job at PMart, the local discount store.

I'd tried work experience in hairdressing and food preparation as a part of my individual plan at school. I didn't really like either of these, and my hands got a rash from having them in water a lot.

After working at PMart for a couple of months (after school and on the weekends), I decided I really liked the work and being in contact with people.

In Year 11 I did the Retail course at school. I decided to leave school at the end of the year as I was offered a traineeship with PMart.

I didn't end up with my HSC but I did complete some of the Retail course.

In the traineeship I can work on the parts of the training I haven't done yet to get a certificate.'



**Name:** Sam Brookes

**Type of retailer:**

Large fast-food franchise

**Job:** Customer service

'I went to a special school and left at the end of Year 10 with a School Certificate.

In Year 10 I did work experience. I went to two different work sites. One of these was a supermarket, where I stacked shelves and rotated the stock and the other was at a big cafeteria where I cleared tables and kept the supply of knives, forks and plates up to date.

When I left school, Job Support helped me find a job at Burger Barn and I did a lot of training on the job. The trainer from Job Support stayed with me at the start until I felt comfortable with what I was doing.

I now work 25 hours a week without any extra help.'



**Name:** Ahmed Mahmad

**Type of retailer:** Car detailer

**Job:** Car detailing

'I received a Higher School Certificate at the end of Year 12 at River High School.

As part of my special program of study, I attended a work training program which operated from the local special school.

I was part of a work crew which detailed cars at a local office site.

My teacher helped me to learn the jobs I had to do.

As part of my transition plan I attended a TAFE course, where I learned about looking after cars.

I also did two work experiences with local car detailers.

I now work for ABC Car Detailers after getting some help from JobFind after I left school.

JobFind helped me to find the job, to go for an interview and to settle in at work. Angela, my trainer, now only calls in once a week to see how I'm going.'





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**ACTIVITY**

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**Retail Industry****Real-life Experiences**

**Read the case studies on the previous page.**

- 1) How did Joanne increase her chance of getting and keeping employment in the retail industry?

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- 2) How did Sam increase his chance of getting and keeping employment in the retail industry?

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- 3) How did Ahmed increase his chance of getting and keeping employment in the retail industry?

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- 4) Is the retail industry an area you are interested in? **Yes / No**

Why? 

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- 5) If you are interested in this industry, what are you doing that could help you gain employment? Or what could you do?

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